



# *Hollowell Veteran's Memorial Corridor LCI*

*Stakeholders Meeting  
January 5, 2010*



**HOLLOWELL-VETERAN'S MEMORIAL CORRIDOR LCI**

**Sizemore Group** in collaboration with Kimley Horn, PEQ, Inc., Huntley Partners, Bowler Engineers, Inc. and Integral Group



# Community Goals

## Project Team

### ❖ **Sizemore Group – Lead Firm**

✍ Project Management, Land Use/ Urban Design, Master Planning, Public Participation and Implementation

### ❖ **Huntley Partners**

✍ Market overview/potential/implementation

### ❖ **Kimley Horn**

✍ Transportation evaluation/assessment and recommendations

### ❖ **PEQ, Inc.**

✍ Public Participation/outreach

### ❖ **Bowler Engineers, Inc.**

✍ Transportation assessment and recommendations

### ❖ **Integral Group, LLC.**

✍ Development strategy advisory



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# Community Goals

## Vision

- ❖ **Preserve and enhance Green Infrastructure – green spaces, Chattahoochee River, cemeteries and historic sites**
- ❖ **Community that is “a desirable location for a live-work-play-building healthy sustainable communities and quality of life**
- ❖ **A cohesive attractive corridor with a ‘sense of place’ and a unique identity.**
- ❖ **Good mix of housing, retail, commercial, office, recreation, jobs/employment and industrial – balance of residential/industrial**
- ❖ **Community that provides excellent, convenient and safe access to transit, a community that supports neighborhood that is sensitive to historical resources, safe from crime, and economically thriving.**
- ❖ **To preserve and enhance quality jobs and strengthen industrial park employment and economic vitality.**



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# Community Goals

## Common Theme - Goals

- ❖ **Protect and enhance green spaces and historic sites**
- ❖ **Access to river – greenway linkages to regional trails and national recreation area and other greenways**
- ❖ **Truck traffic/mobility/I-285 interchange**
- ❖ **Redevelopment of Bowen Homes and Bankhead Courts**
- ❖ **Enhance quality jobs/employment and economic vitality**
- ❖ **Transit mobility**
- ❖ **Create appropriate transportation linkages between the various activities and uses.**
- ❖ **Create a cohesive corridor – physical, functional and aesthetic**



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# Community Goals

## Common Theme - Goals

- ❖ **Cohesive pedestrian infrastructure and safety**
- ❖ **Connectivity and street improvements** (River View Rd)
- ❖ **Create entry gateways and distinct identity**
- ❖ **Create a 'sense of place' and a distinct identity**
- ❖ **Promote redevelopment along the corridor**
- ❖ **Balance between industrial and residential uses/activity**
- ❖ **Provide community services – retail, entertainment, pocket parks, library, schools, police precinct, restaurants, etc.**
- ❖ **Preserve natural resources and environmental character.**
- ❖ **Support aging in place and preserve the integrity of residential neighborhoods.**



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## Community Goals



# Opportunities

- ❖ Accessibility and Location – I-20/I-285 – Cobb/Atlanta
- ❖ Land availability and affordable land cost – redevelopment and adaptive reuse
- ❖ River/creek - natural areas and historic resources and potential for recreation uses – parks, trails, etc.
- ❖ **Linkage to regional trails and natural creation areas**
- ❖ Proximity to Atlanta downtown
- ❖ **Opportunity for mixed-use/mixed-income communities – pedestrian friendly sustainable communities**
- ❖ Jobs and employment potential – Atlanta Industrial Park
- ❖ **Fulton County Brown Airport proximity**
- ❖ **Opportunity for community facilities**
- ❖ **Opportunity for new neighborhood services – retail, grocery, entertainment, etc.**
- ❖ Transit and pedestrian infrastructure
- ❖ Village Green – community gathering space/center – ‘sense of place’
- ❖ **Tax incentives and other financing tools for redevelopment**
- ❖ Good residential – providence homes/The Walk at Legacy and residential on Oakdale, Collier Heights neighborhood and others
- ❖ **Existing services available - Publix and shopping on Veteran’s Memorial Parkway**

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# Community Goals

## Challenges

- ❖ **Significant under utilized and vacant properties**
- ❖ **Safety and perception of crime**
- ❖ **Balance between industrial and residential activities/uses**
- ❖ **Truck/freight traffic and commuter traffic conflicts**
- ❖ **Industrial uses and accessibility to river**
- ❖ **Safe streets for traffic mobility**
- ❖ **Pedestrian safety and mobility/facilities along the corridor and connection to transit**
- ❖ **Lack of services – retail, grocery, restaurants, entertainment, etc**
- ❖ **Lack of community gathering space – ‘sense of place’**
- ❖ **Code enforcement and property maintenance**
- ❖ **Cohesive corridor – functionally and aesthetically**
- ❖ **Redevelopment of Bowen Homes and Bankhead Courts**
- ❖ **Preservation of natural areas/environmental character**
- ❖ **Quality of life and sustainability.**



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# Community Goals

## Stakeholder/ Community Meetings Input



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# Community Goals

## What would you like to see preserve ?

- ❖ Green space and Historic Sites
- ❖ Conserve and enhance Chattahoochee River
- ❖ Preserve existing cemeteries
- ❖ Retain existing industries and maintain truck routes
- ❖ Preserve, protect and maintain the integrity of existing residential neighborhoods
- ❖ Preserve and enhance employment at Atlanta Industrial Park
- ❖ Preserve wetlands, existing green infrastructure; streams, green areas, and the environmental character.
- ❖ Recommendations of Riverline Master Plan



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# Community Goals

## What would you like to see change ?

- ❖ Conflict of truck and other commuter traffic and industrial and residential activity.
- ❖ I-285 Interchange – visual and functional character as it is the gateway to the community.
- ❖ Traffic flow and mobility and alternate routes
- ❖ Connectivity and network of secondary streets
- ❖ Access to river – physical and visual connection
- ❖ Redevelopment of under utilized and deteriorating buildings/parcels
- ❖ Redevelopment of Bowen Homes and Bankhead Courts
- ❖ Pedestrian infrastructure –sidewalks, bike paths, lighting, etc
- ❖ Transit and alternative mobility
- ❖ Improvements to Riverview Road and others
- ❖ Cohesive corridor – aesthetic and functional character – streetscape and development
- ❖ Recycling and landfill areas
- ❖ Improve safety and code enforcement.



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# Community Goals

## What would you like to see create ?

- ❖ Live-work-play neighborhood at Bankhead Courts and Bowen Homes
- ❖ Lifelong communities that support aging in place
- ❖ Life style retail and services – grocery, restaurants, retail, farmers market and entertainment
- ❖ Transit and alternative mobility
- ❖ Community services – library, senior center, community center
- ❖ Public gathering space – ‘sense of place’ -a village center, public green/plaza
- ❖ River access – green space, pocket parks and recreational uses
- ❖ Employment – quality jobs and vocational schools
- ❖ Safety – lighting, visual quality along the corridor, police precinct
- ❖ Access management, connectivity and network for easy mobility
- ❖ Catalyst projects
- ❖ Gateways, historic places signage, and cohesive streetscape
- ❖ Balance residential and industrial activity



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# Community Goals

## What would you like to connect ?

- ❖ Premium transit corridor + park and ride
- ❖ Pedestrian Infrastructure - Safe pedestrian system/pedestrian friendly streetscapes – sidewalks, bike/multi-paths, crosswalks, trails, lighting, bus stops, etc.
- ❖ Traffic flow – intersection improvements, turn lanes, medians, integrated traffic signal systems, network of streets and connectivity
- ❖ Connect activity centers/areas; river, shopping, job centers, village green, community/civic facilities
- ❖ I-285 interchange improvements and industrial-truck traffic movement
- ❖ Riverview Road improvements
- ❖ North-south arterial connectivity – Bolton, Fulton Industrial
- ❖ Access to river
- ❖ Context sensitive design for roads
- ❖ Greenway system and connection to regional trails and Chattahoochee National Recreational Area.



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# Site Analysis

## *Analysis*



### HOLLOWELL-VETERAN'S MEMORIAL CORRIDOR LCI

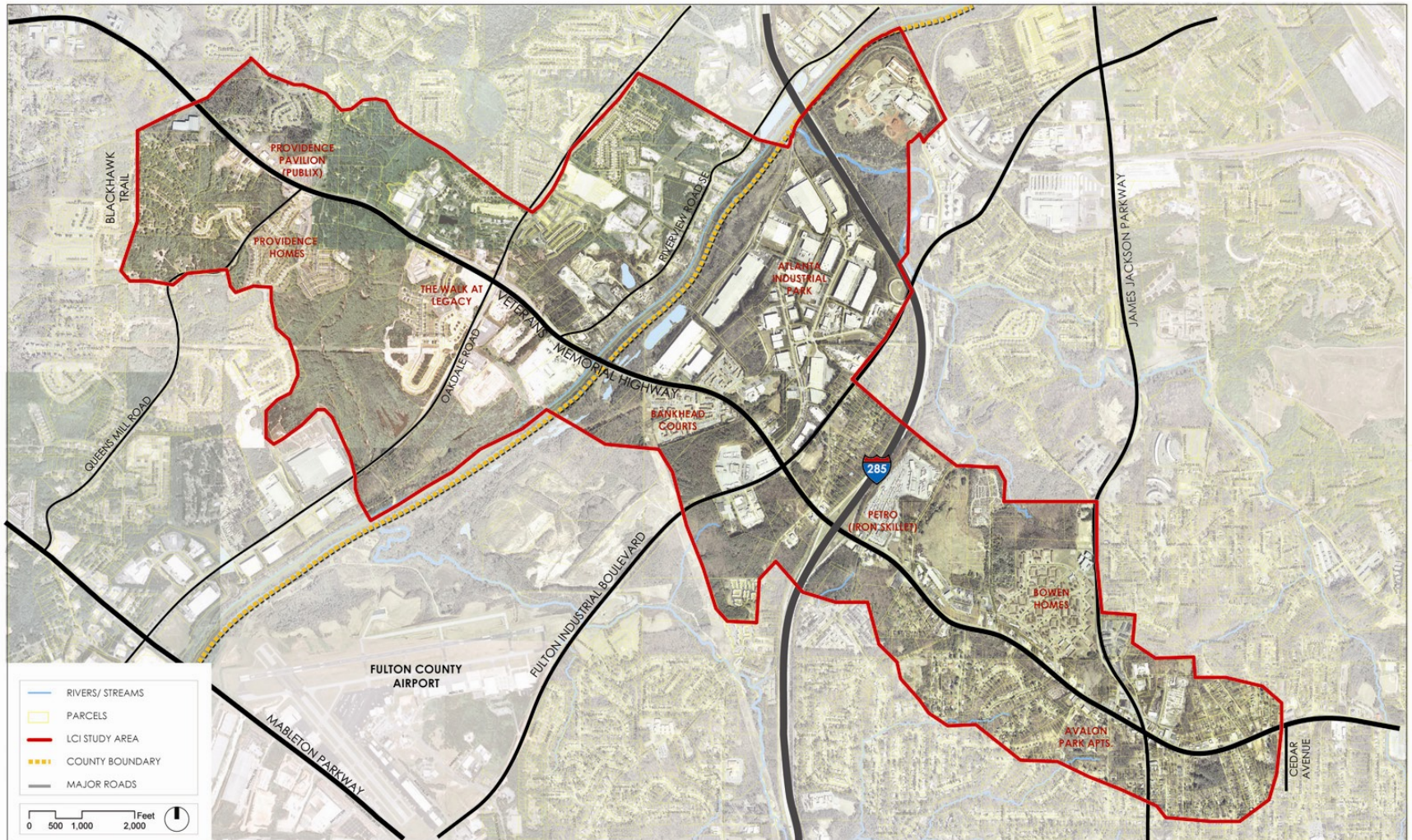
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# Study Area Boundary

## Site Analysis



STUDY AREA MAP

D L HOLLOWELL PARKWAY/ VETERANS MEMORIAL HIGHWAY LCI



## HOLLOWELL-VETERAN'S MEMORIAL CORRIDOR LCI

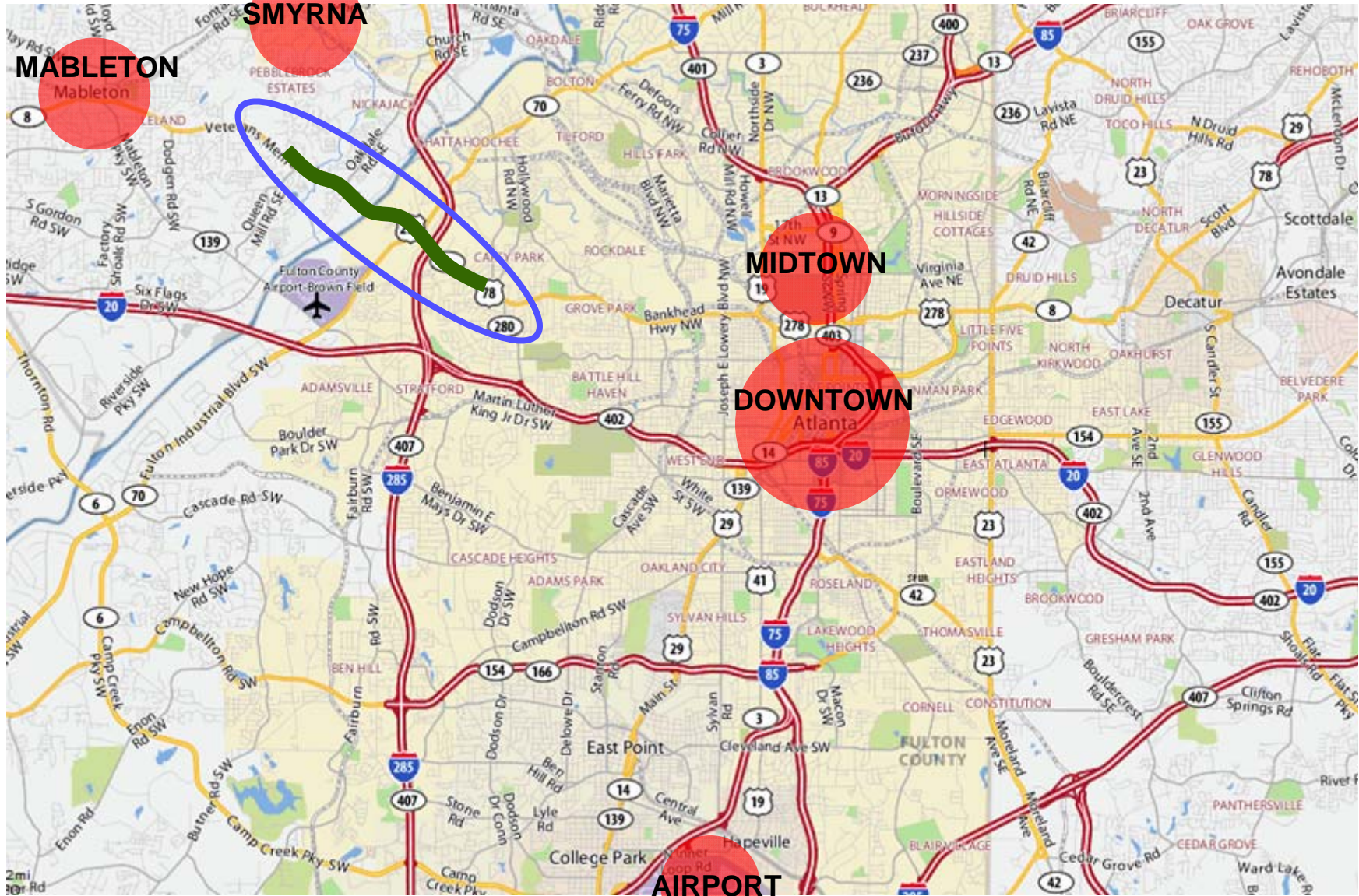
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# Regional Context

## Site Analysis



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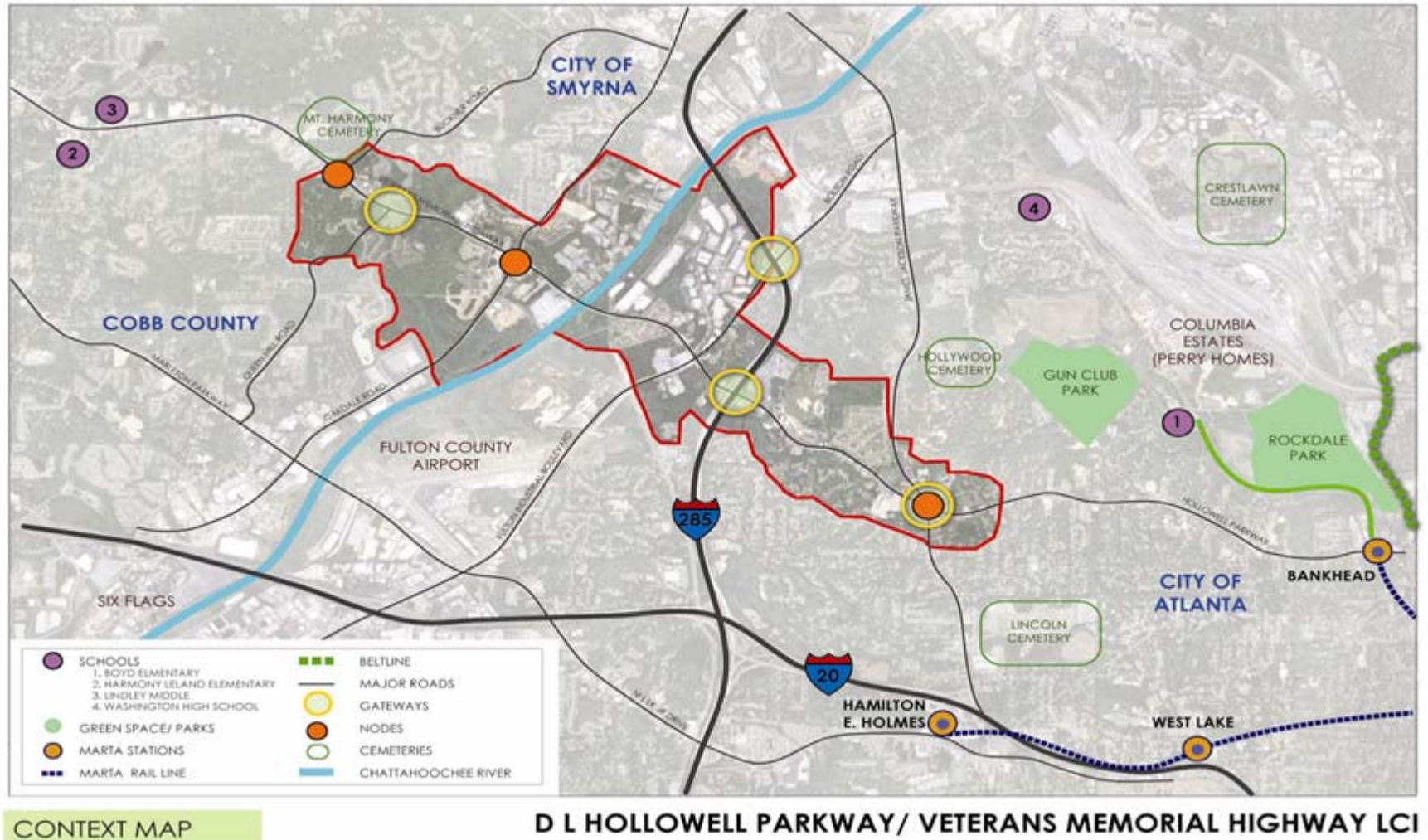
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# Immediate Context

## Site Analysis



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# Corridor Character

## Site Analysis



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# Site Analysis



## *Corridor Character - Intown*



- 2-3-4 lanes- narrow street section. Narrow ROW
- mixed-uses/activities and buildings face the the street

- tight sidewalks
- pedestrian activity – ped friendly scale
- Curb cuts- access to parcels





# Corridor Character – Industrial thoroughfare

## Site Analysis



- 4- 6 lanes with ramps
- truck traffic

- closely spaced traffic lights
- pedestrian safety – cross walks, sidewalks etc.







# Site Analysis



## Corridor Character - Suburban



- 4 lanes with turning lane, accel/decel lanes - arterial/commuting character
- Development facing inward – limited pedestrian infrastructure

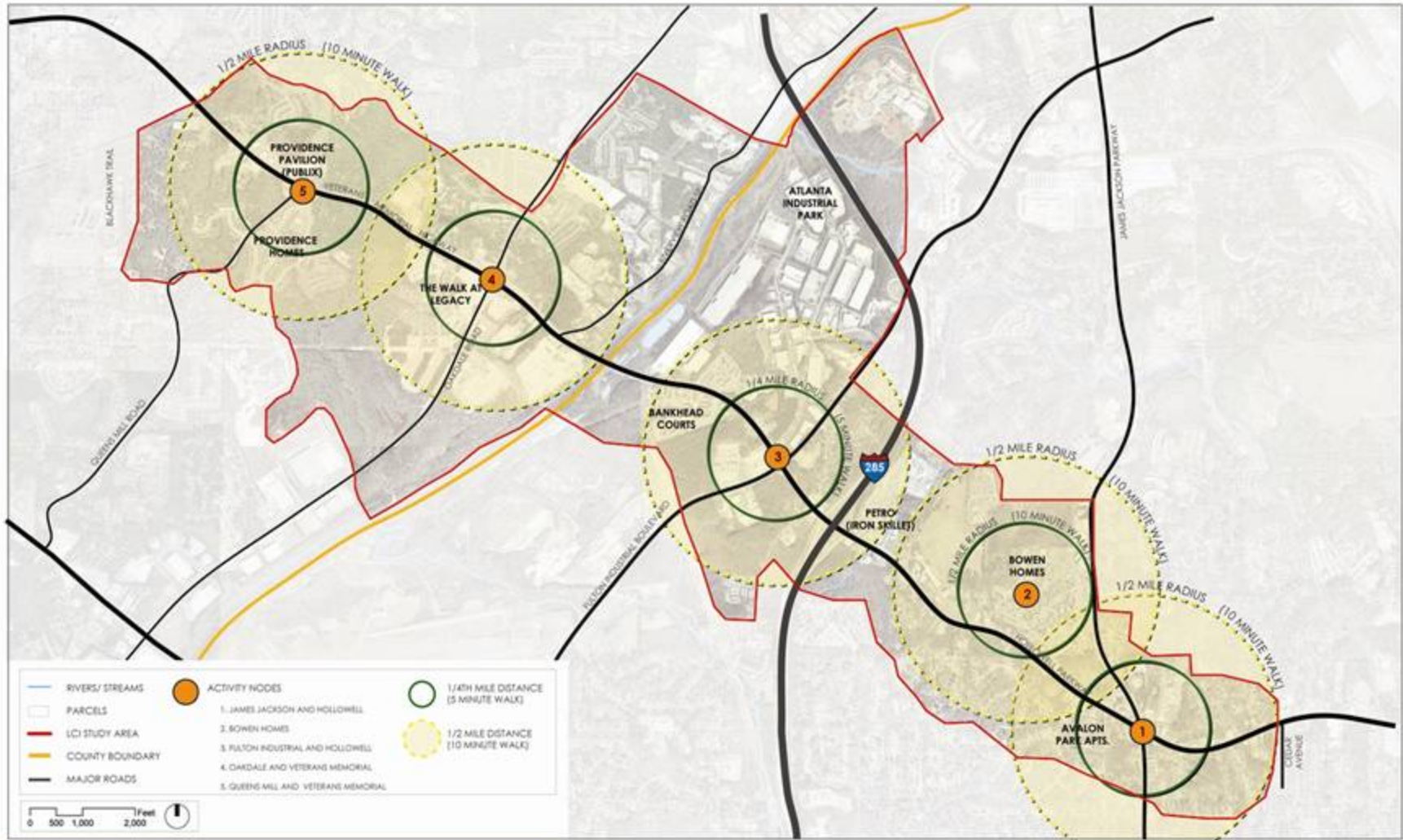
- Broad ROW -
- Interspersed commercial - no inter-pacel connectivity





# Pedestrian Sheds

## Site Analysis



NODES AND WALKING DISTANCES

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## HOLLOWELL-VETERAN'S MEMORIAL CORRIDOR LCI

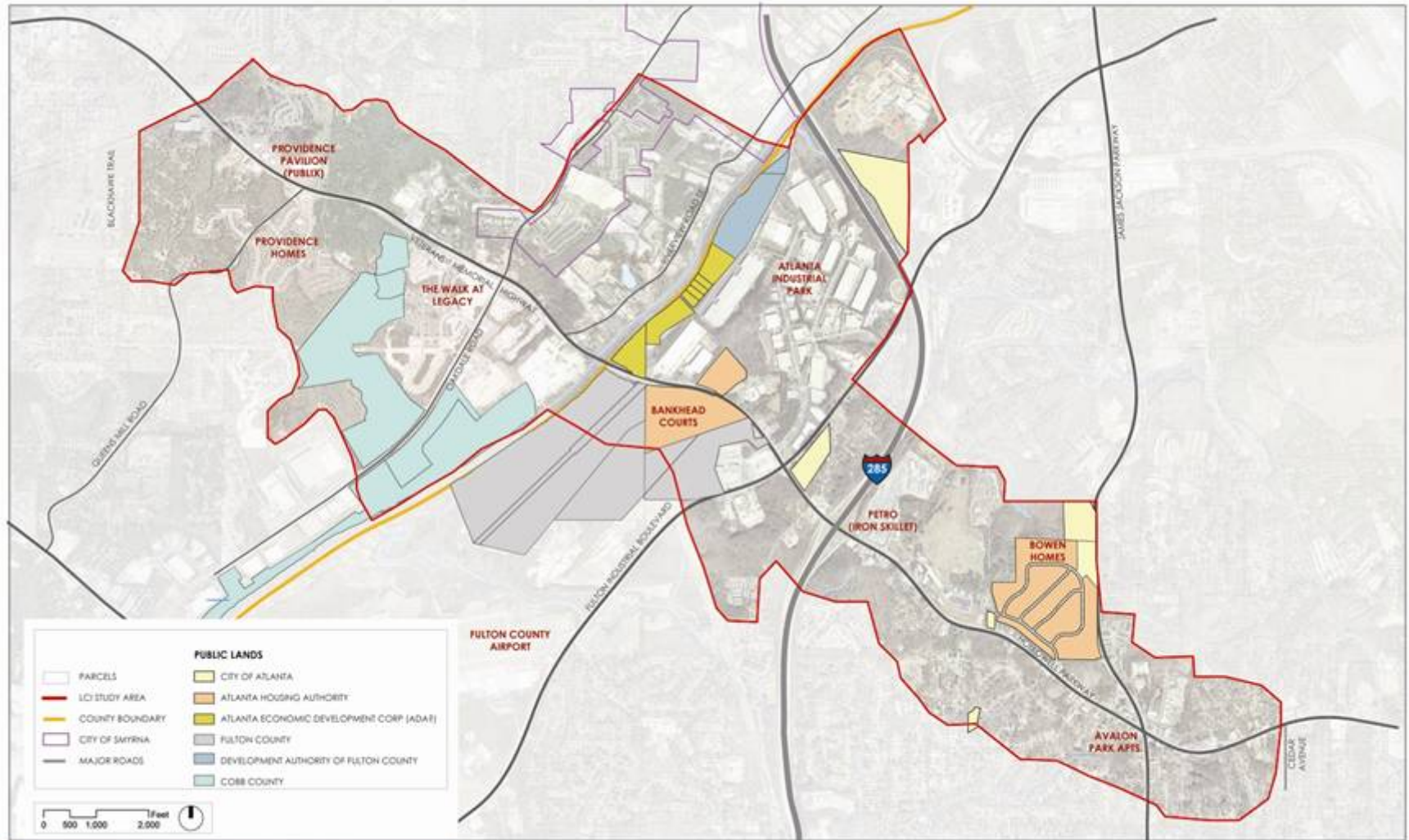
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# Land Ownership

## Site Analysis



PUBLIC LANDS

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## HOLLOWELL-VETERAN'S MEMORIAL CORRIDOR LCI

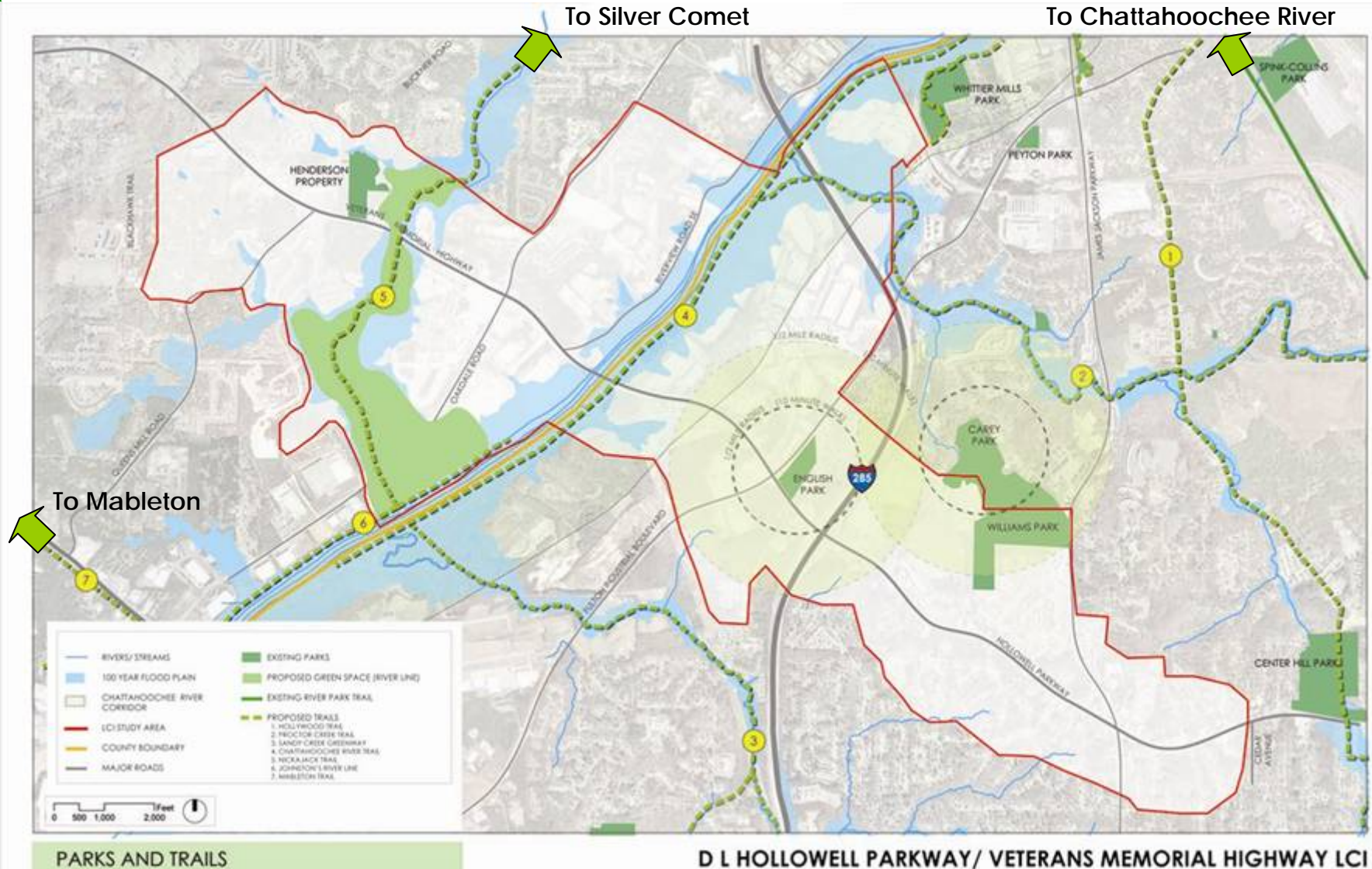
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# Green spaces and Trails

## Site Analysis



## HOLLOWELL-VETERAN'S MEMORIAL CORRIDOR LCI

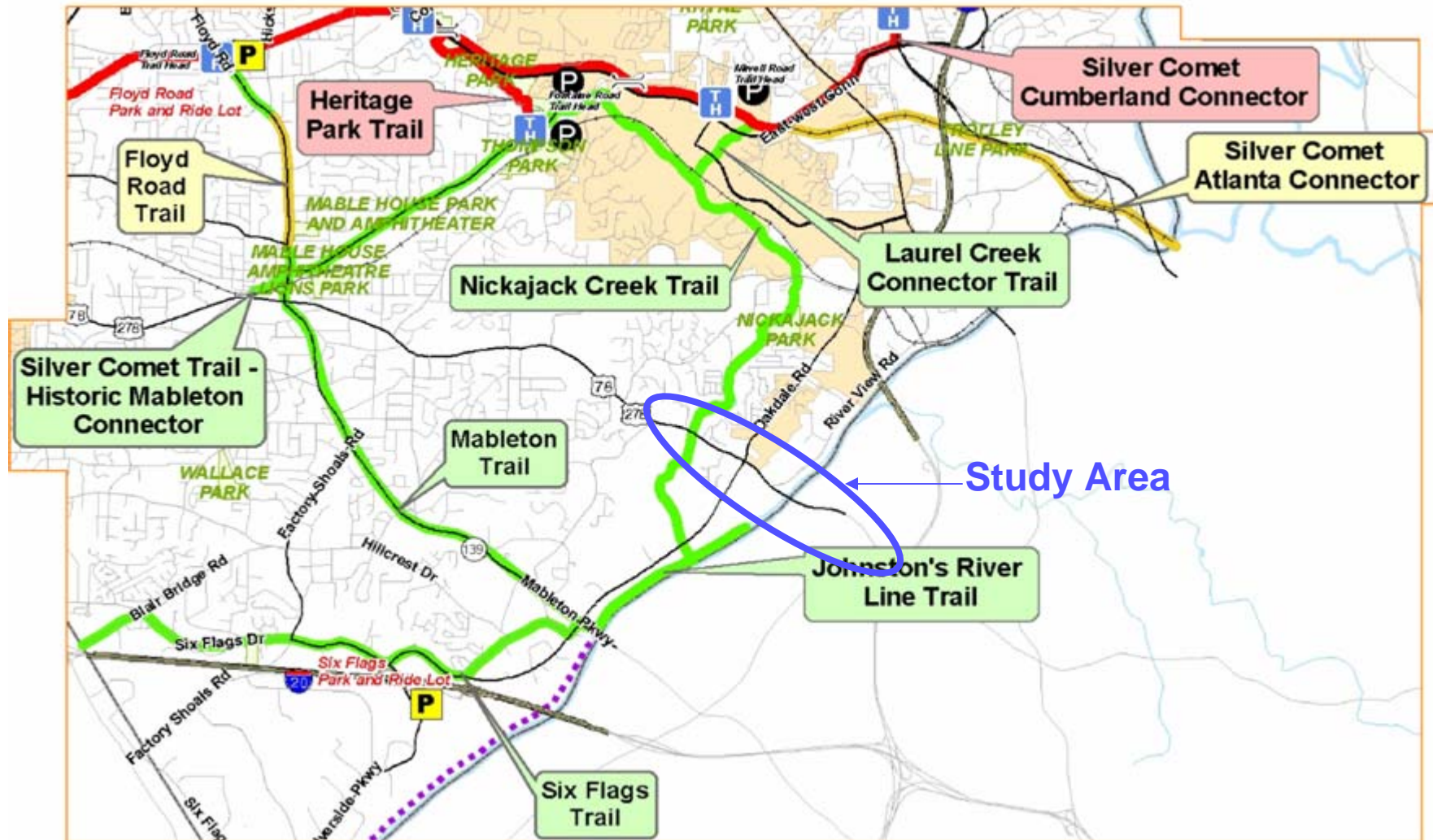
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# Green spaces and Trails

## Site Analysis



## HOLLOWELL-VETERAN'S MEMORIAL CORRIDOR LCI

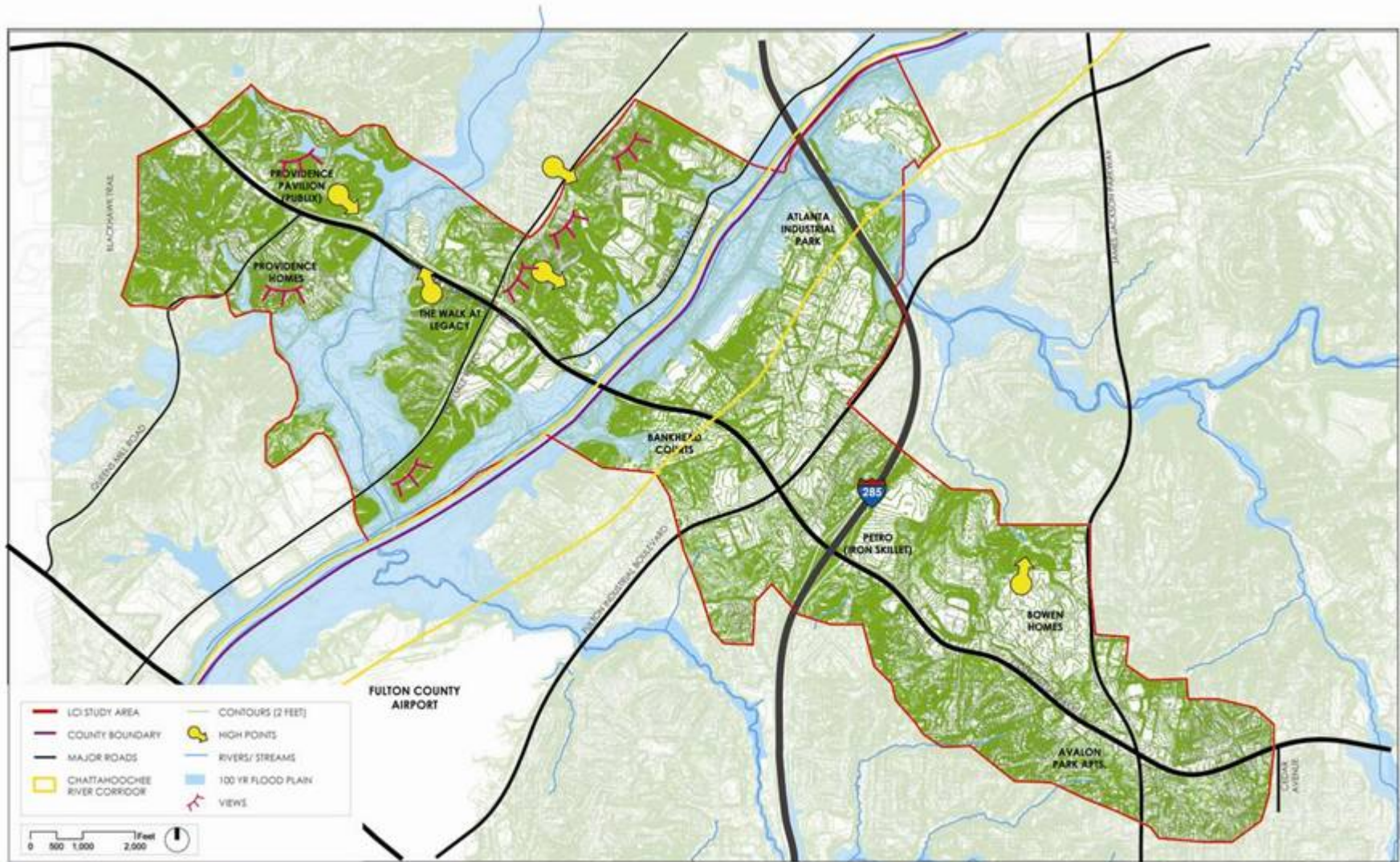
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# Topography

## Site Analysis



NATURAL RESOURCES

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# Site Analysis

## *Transportation*



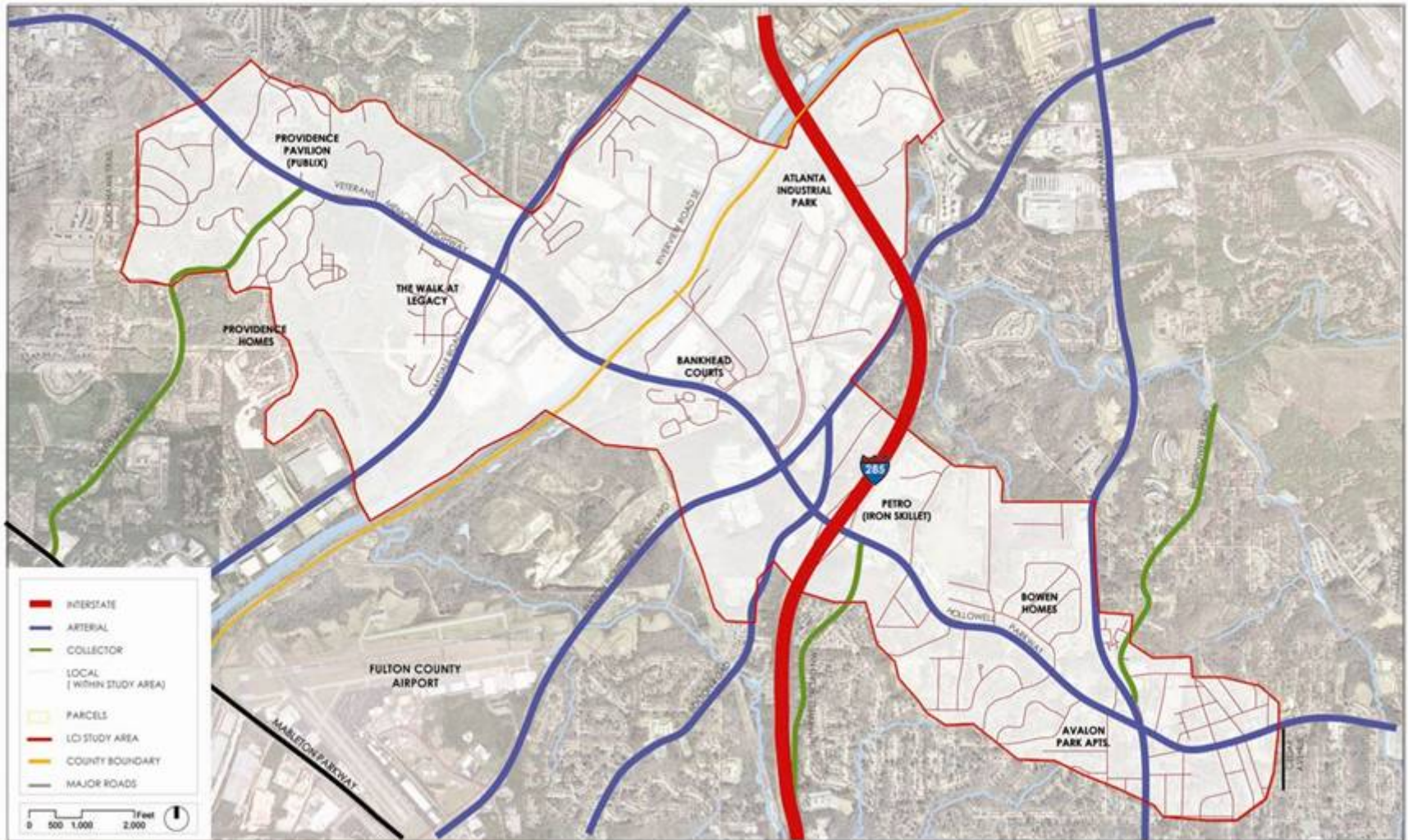
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# *Transportation*



FUNCTIONAL CLASSIFICATION

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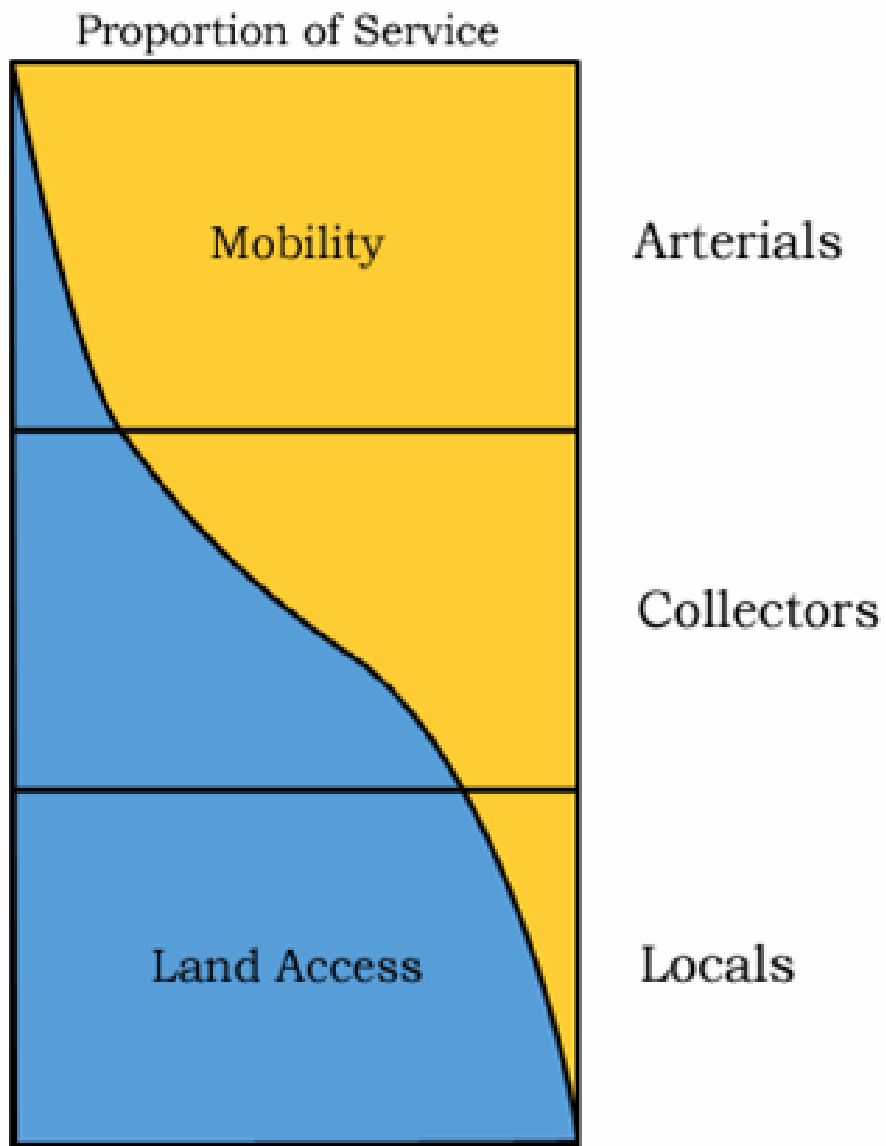


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# *Transportation*



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# Access



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# *Riverview Road*



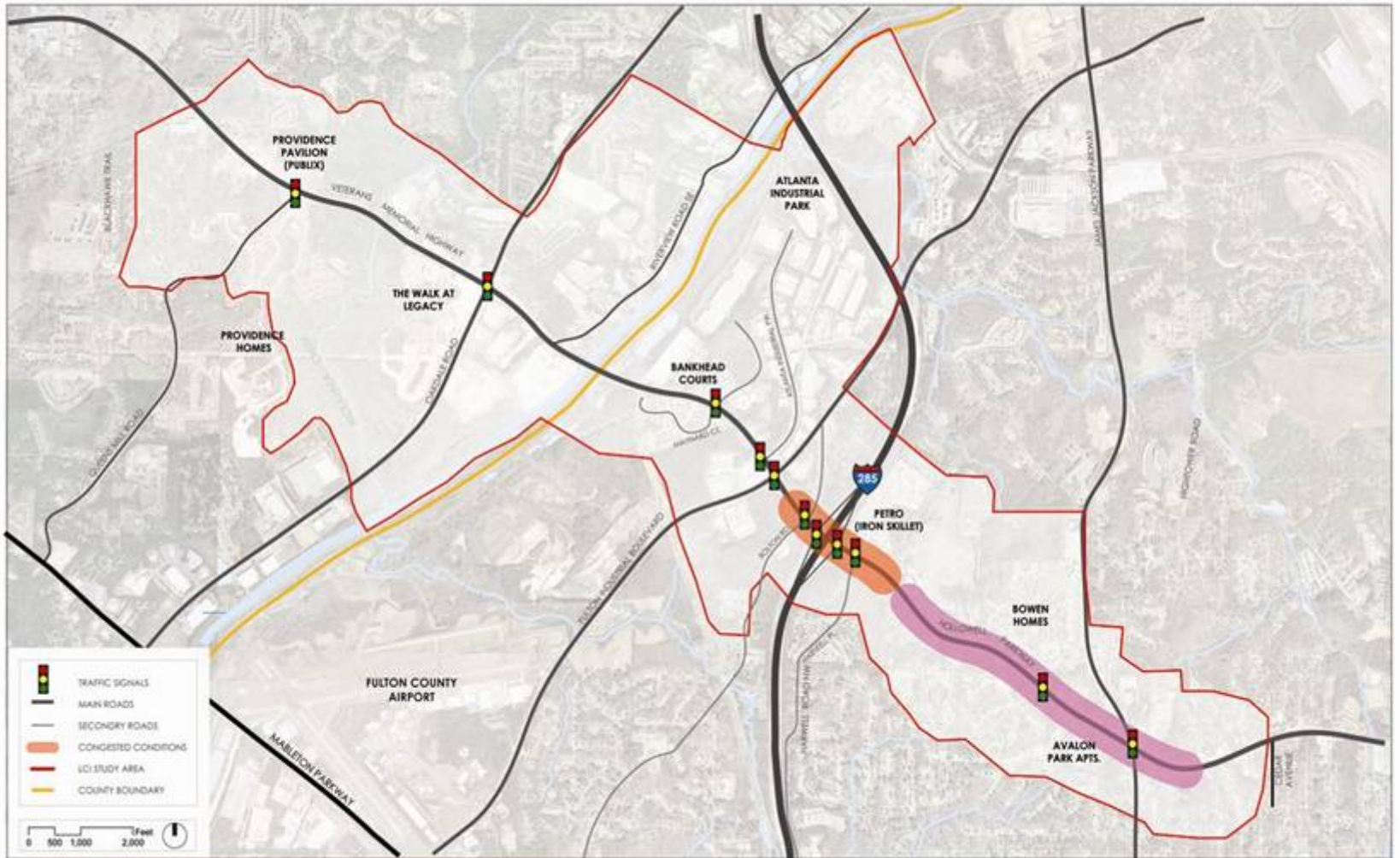
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# *Traffic Signal Spacing*



TRAFFIC SIGNAL LOCATIONS

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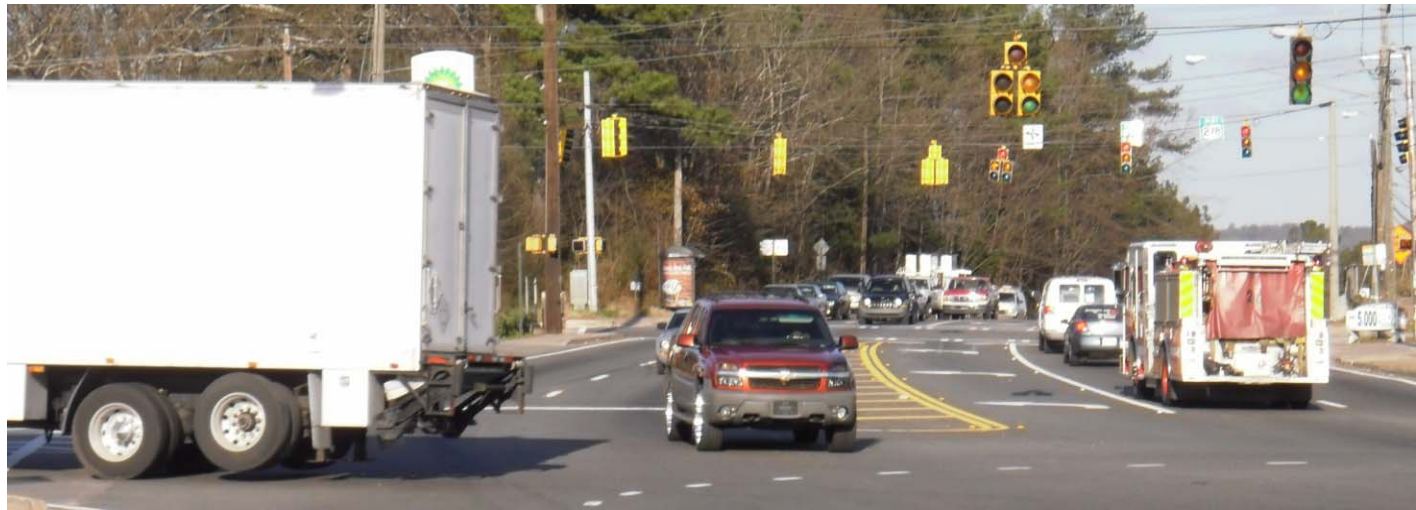
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# *Congestion*



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# *Congestion*



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# *Pedestrians*



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# *Pedestrians*



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# *Pedestrians*



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# *Bicycles*

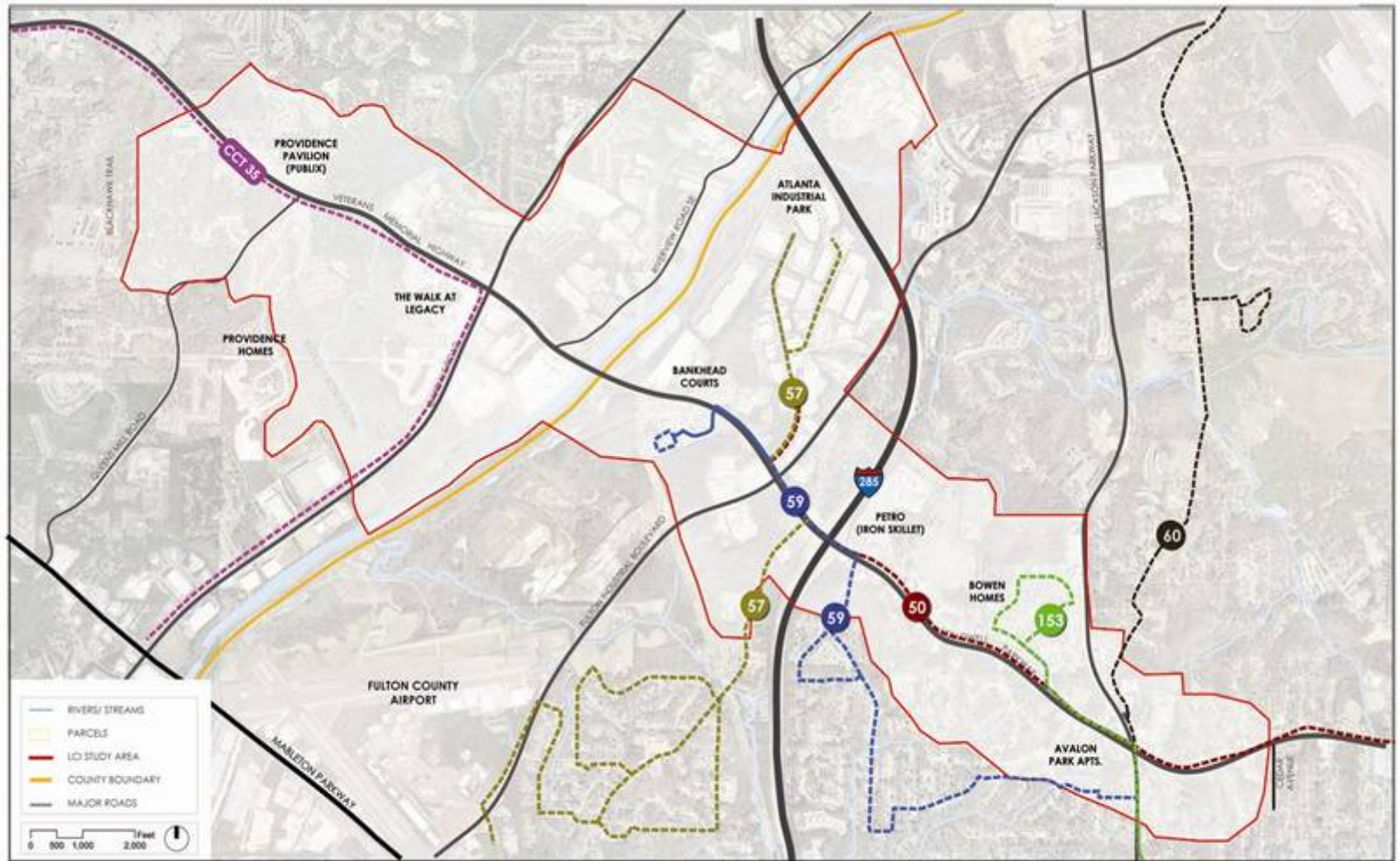


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# Transit



BUS TRANSIT ROUTES

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# *Signage*

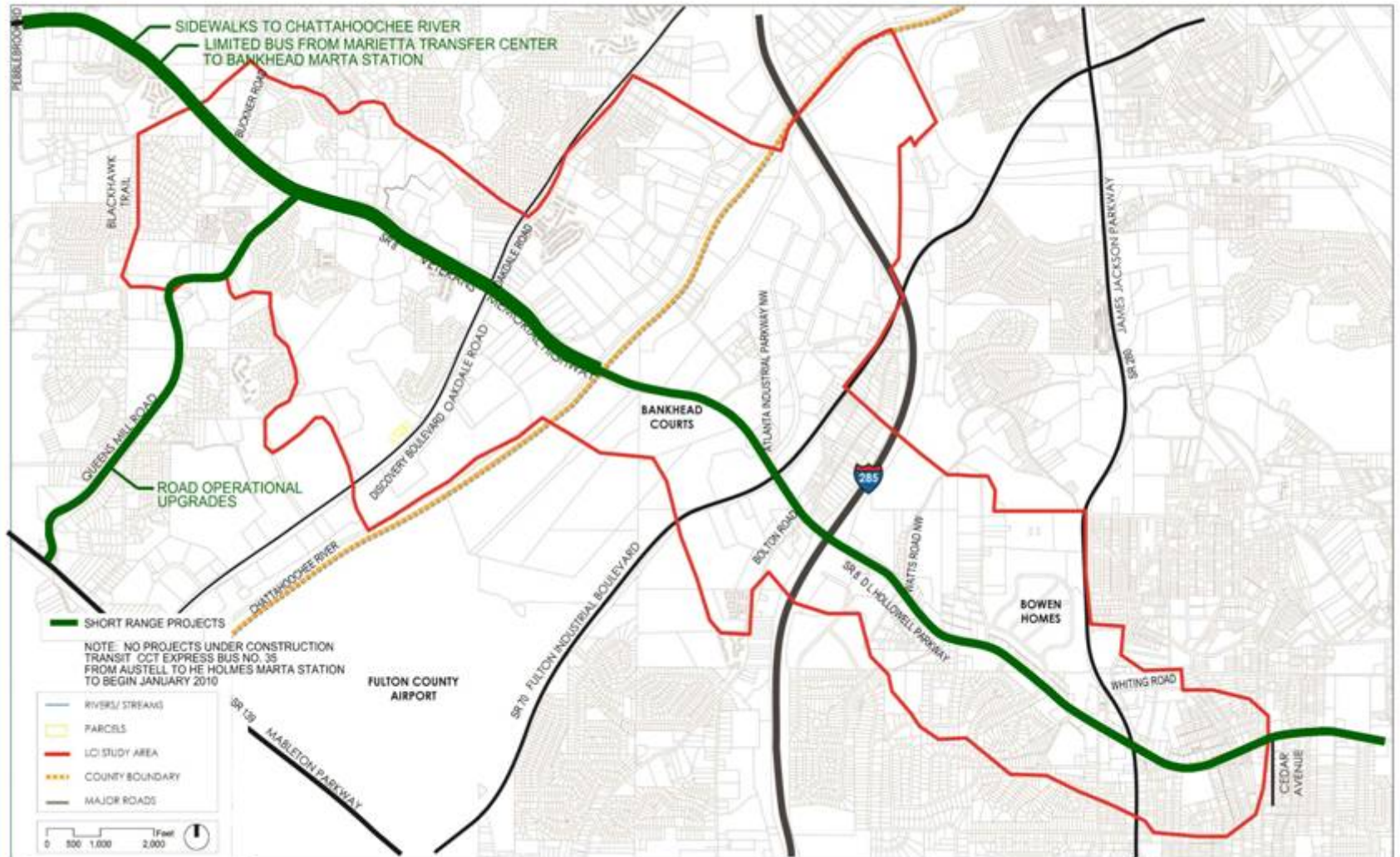


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# Short Range Projects



STUDY AREA-BASE MAP

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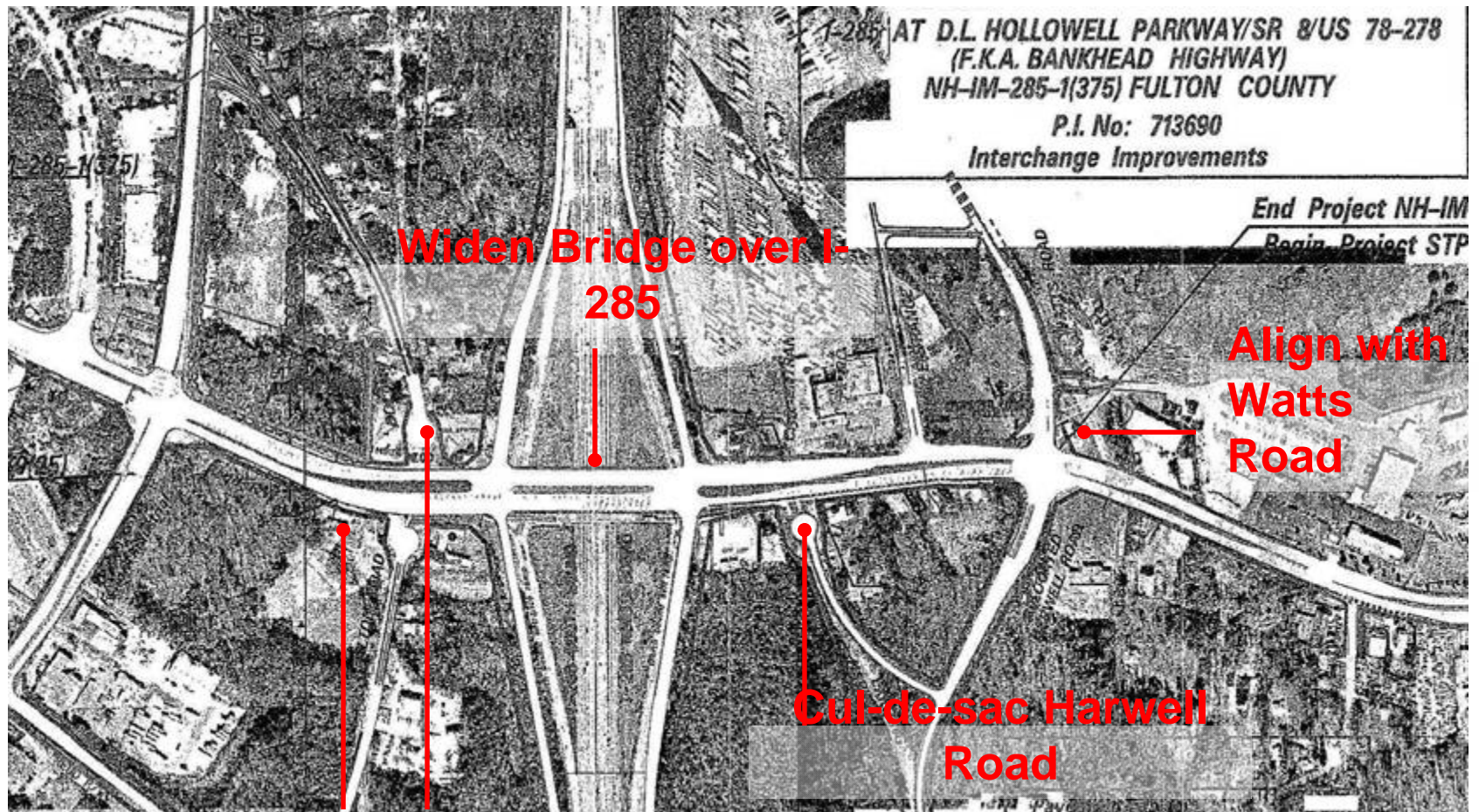


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# I-285 Interchange



**Cul-de-sac Bolton  
Road on both sides**



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# *Vision for Corridor*

- ❖ Cohesive corridor – functional/aesthetic
  - ❖ Number of Lanes, Median, Streetscape, etc.
  - ❖ Incremental – critical nodes/intersections and work outward to other stretches
- ❖ Level of Service/mobility
  - ❖ Current Adequacy and Future Service
  - ❖ Network/Connectivity
  - ❖ Integrating Transit
- ❖ Transportation Choices
  - ❖ Pedestrian infrastructure/multi-paths
  - ❖ Bike
  - ❖ Transit
- ❖ Trail/greenway connections



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# *Vision for Corridor*

- ❖ Opportunities - for shorter term improvements
  - ❖ Pedestrian experience/connectivity
  - ❖ Transit connectivity
  - ❖ Improved bus stops/shelters
  - ❖ Traffic Operations (signal timing, turn lanes)
  - ❖ Access Management
  - ❖ Right-of-Way still likely needed for short term fixes (such as turn lanes, sidewalks, etc.)
- ❖ Challenges – Long Term
  - ❖ Treatments for trucks and bikes/pedestrians inherently differ
  - ❖ Right-of-Way - necessary for long term improvements
  - ❖ Interchange Improvements – funding/costs/regional priorities
- ❖ Improvements beyond the study area
  - ❖ I-20/alternative routes, connectivity improvements



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# Market Demand

## MARKET ANALYSIS/DEMAND



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# Market Demand

## *Economic Trends*

- ❖ Residential: slight improvement through 2010; “new normal” in 2011-12
- ❖ Retail: declining rates and occupancy through 2010; maybe stabilizing in 2011; “new normal” in 2012-13
- ❖ Office: basically same as retail, but longer lead times = “new normal” in 2013-14
- ❖ Light Industrial: slight improvement through 2011; “new normal” in 2012-13
- ❖ Hotels: new deals in 2010 even with declining rates and occupancy overall; building to “new normal” in 2012



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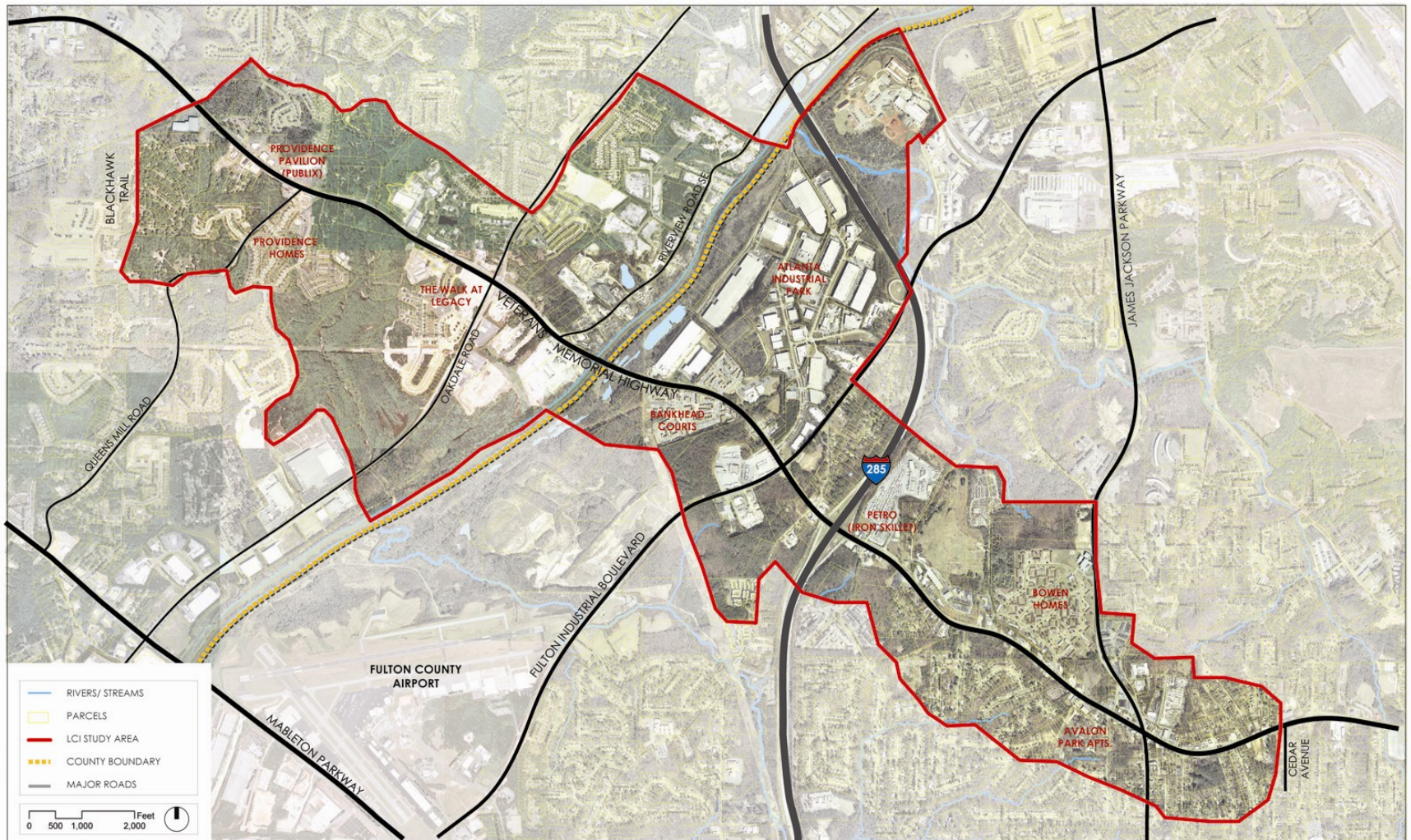
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# Study Area

## Market Demand



STUDY AREA MAP

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## HOLLOWELL-VETERAN'S MEMORIAL CORRIDOR LCI

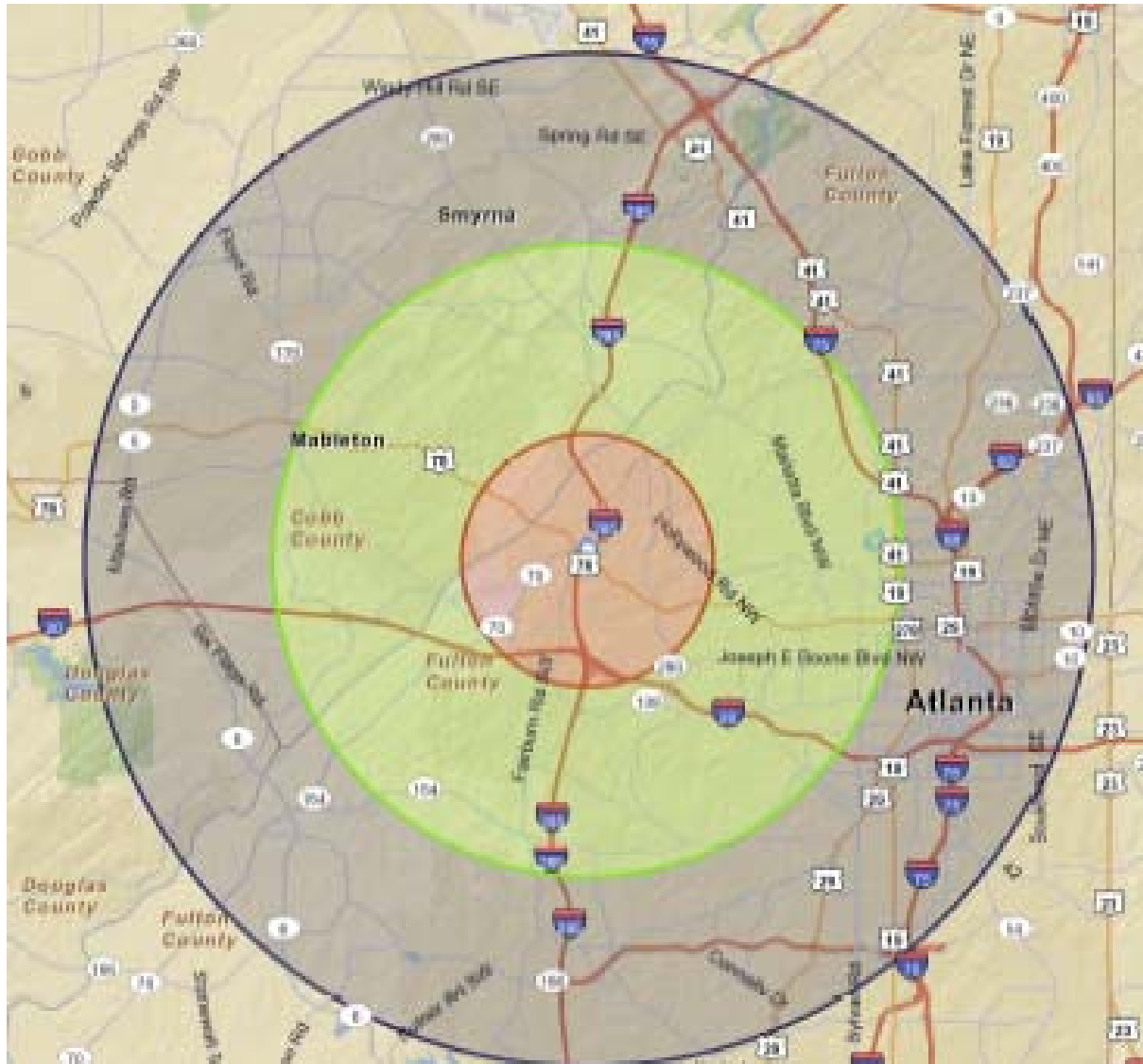
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# Market Area

## Market Demand



**Primary:**  
0-2 miles

**Secondary:**  
2-5 miles

**Tertiary:**  
5-8 miles



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# Market Profile

## Market Demand

	Study Area	0-2 Miles	2-5 Miles	5-8 Miles
Population	8,181	32,993	151,973	376,869
Households	2,569	11,079	59,113	161,528
Med HH Income	\$ 28,333	\$ 29,972	\$ 48,862	\$ 58,249
Per Capita Income	\$ 14,428	\$ 14,794	\$ 27,473	\$ 35,563
Median Home Value	\$ 85,054	\$ 77,419	\$103,021	\$127,887
Owned	35.3%	39.5%	41.8%	36.9%
Rented	53.7%	49.3%	45.1%	49.7%
Vacant	10.9%	11.2%	13.2%	13.4%



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# Primary Market Profiles

Study Area:

I-285 Center

West Side

East Side

Market Demand

Population	32,993	17,920	43,711
Households	11,079	6,122	15,379
Med HH Income	\$ 29,972	\$ 48,930	\$ 28,568
Per Capita Income	\$ 14,794	\$ 20,707	\$ 14,682
Median Home Value	\$ 77,419	\$ 98,941	\$ 71,691
Owned	39.5%	54.6%	35.9%
Rented	49.3%	34.1%	50.5%
Vacant	11.2%	11.3%	13.5%



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# *Study Area Strengths*

## *Market Demand*

### ❖ Location

- ≈ Urban, central to West Metro
- ≈ Access to consumer markets: I-285 & VMH
- ≈ Access to employment centers
- ≈ Access to amenities

### ❖ Demographic/Income Trends

- ≈ Household growth in Cobb
- ≈ Changes re Bowen Homes, Bankhead Courts



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## Market Demand

# *Study Area Weaknesses*

- ❖ Infrastructure, roads, truck traffic
- ❖ Lack of retail and services
- ❖ Difficult consumer access/egress
- ❖ Underutilized industrial sites
- ❖ Difficult assemblages for desirable development
- ❖ Incompatible land uses
- ❖ Negative perceptions, area image
- ❖ Negative impact on residential neighborhoods and values



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# *Projected 10-yr Demand*

## *Market Demand*

❖ Retail	1,004,396 sq ft
❖ Office: Local Services	203,723 sq ft
❖ Office:	
≡ Business Park, Corp	1,499,838 sq ft
❖ Housing: Total	2,691 units
≡ Single-family Detached	882 units
≡ Townhomes/Condos	186 units
≡ Multi-family Rental	1,623 units
❖ Industrial	509,482 sq ft
❖ Hotel	125 rooms



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# Key Development Sites

## Market Demand



STUDY AREA MAP

D L HOLLOWELL PARKWAY/ VETERANS MEMORIAL HIGHWAY LCI



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# PREVIOUS STUDIES



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# Previous Studies



## Summary of Previous Studies

### **D L Hollowell/MLK Redevelopment Plan 2003 + TAD Plan 2006**

- ❖ Commercial Node at James Jackson and Hollowell
- ❖ Redevelopment of Bowen Homes/surrounding parcels – mixed-use/mixed-income community
- ❖ Gateway district between Bowen Homes and I-285 – commercial/residential
- ❖ Bankhead Courts Redevelopment

### **Connect Atlanta - 2007**

- ❖ Hollowell Parkway Transit – Westside/Highlands Transit
- ❖ Transportation enhancements/connectivity/streetscape projects  
(new street, street extension and Bolton Road Streetscape)

### **Fulton Industrial Boulevard – Redevelopment Framework - 2009**

- ❖ Charlie Brown Airport potential expansion of aviation museum, training center, walking history of aviation along the Chattahoochee River and increased taxi-ways. – contingent on environmental constraints and evaluation.
- ❖ Mixed Use node at I-20 and Fulton Industrial Boulevard

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# Previous Studies

## Summary of Previous Studies

### **Northwest Atlanta Framework Plan – 2000**

- ❖ Mixed Use nodes – James Jackson Parkway and Hollowell Parkway
- ❖ Minor Node at Hollowell Parkway and Hollywood Road
- ❖ Small Retail Node at Bolton Road and Hollowell Parkway
- ❖ Recommends Retail Incentive Tax Exemption Zone (RITZ)
- ❖ Long term projects to aimed at reconstructing Hollowell Parkway from James Jackson Parkway to Northside Drive
- ❖ Reconstruction of I-285 ramp termini



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# *Summary of Previous Studies*

## **Cobb County 2030 Comprehensive Plan – 2008**

### Future Land Use

- ❖ Land along Nickajack Creek designated as open space
- ❖ Community Activity Center on Veterans Memorial Highway at intersection of Oakdale Road- “village-style development” encouraged near Activity Centers.
- ❖ industrial uses along the Chattahoochee River to remain in place

### Natural and Historic Resources

- ❖ Multi-use greenways in floodplains and easements to allow for the maintenance of natural open space while accommodating citizens needs for passive recreation opportunities, bicycle networks, and public access to lakes and streams.
- ❖ “develop programs and policies to encourage the preservation and maintenance of the Shoupades along Johnston’s River Line and other archaeological features located in the county”



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# *Summary of Previous Studies*

## **Cobb County 2030 Comprehensive Transportation Plan (CTP) – 2008**

- ❖ Veterans Memorial Highway and Oakdale road recommended as truck routes in addition to I-285
- ❖ Access Management / Shoulder Widening / Corridor Improvements on Buckner Road.

## **Cobb County River Line Master Plan – 2009**

- ❖ New mixed use “village center” near the Chattahoochee River
- ❖ Potential Riverwalk at- (1) along the Chattahoochee River; (2) on the other side of Riverview Road away from the river; or (3) between Riverview and Oakdale near edge of existing residential area.
- ❖ Green space and pedestrian trail around Nickajack Creek
- ❖ It is recommended that Industrial uses along the river should be improved and aesthetically enhanced and also steps should be taken to minimize there potential environmental impact.
- ❖ If there are willing sellers, these properties could be converted into open space to help provide public access to the river.
- ❖ Roadway Improvements on Oakdale, Buckner, and Riverview roads.
- ❖ Interpretive Center at potential locations
- ❖ Recommends various land use districts



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# Sustainable Planning

## New Models For Green Communities & Economic Renewal

By William J. de St. Aubin, AIA, LEED AP  
Principal  
Sizemore Group



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# Sustainable Planning

Criteria

Benefits

Planning Process

Goal setting

Sampler



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## *Green Criteria*

- ❖ “Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

### Sustainable Planning Check Lists

USGBC LEED-ND - LEED for Neighborhood Development  
(Leadership in Energy and Environmental Design)

Arc Green Communities

Earth Craft Communities

Livable Communities coalition- smart growth score card



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# *The Benefits of Green Design*

## Environmental Benefits

- Reduce natural resource consumption

## Economic Benefits

- Reduce operating cost,
- increased building value
- Job creation.

## Health and Safety Benefits

- Comfort , and daily exercise
- Less sick days

## Community Benefits

- Minimize strain on local infrastructures
- Improve quality of life



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## *Green Economic Benefit*

<b>Brown</b>	<b>vs.</b>	<b>Green</b>
Future Capital Exp.	>	+Lower Churn Cost
Productivity	<	+2-18% Better
Rental Rates	<	+10% Higher
Operating Exp	>	+Lower Utilities
Property Insurance	>	+Lower Insurance
Occupancy Rate	<	+3-4% Higher
Net Operating Income	<	+Net Operating Income
Sales Price	<	+20% Higher
Construction Cost	<	-(1-2%) more soft cost

**Green = Better ROI**



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# Green Planning Process

## **Phase One - Assessment**

1. Establish **Goals**
2. Assess Existing Facilities, Utilities, Infrastructure and Policies

## **Phase Two- Program needs**

1. Program Space Needs and Scope
2. Estimate Capital Cost & Resources
3. Balance Sustainable Goals with Resources and Needs

## **Phase Three – Integrated Solutions & Implementation**

1. Conduct a Sustainable Workshop
2. Create an Implementation Plan, Phasing and Cash Flow
3. Assign Sustainable Director to Implement the Vision



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# *Setting Green Community Goals*

## ❖ LEED-ND:

- ≈ Smart Location and Linkage
- ≈ Neighborhood Pattern and Design
- ≈ Green Infrastructure and Buildings
- ≈ Innovation & Design Process

## ❖ Select Target Level

- ≈ Platinum
- ≈ Gold
- ≈ Silver
- ≈ Certified



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## LEED-ND

### Smart Linkage and Location

Redevelopment sites

Bicycle-transit Linkage

Jobs to Housing balance

Restoration and conservation of habitat

### Neighborhood Pattern

Walkable Streets

Mixed-use-Compact development

Open Connected Community

Access to Green space and schools



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## LEED-ND

### Infrastructure & Buildings

Water conservation

Renewable energy-energy efficiency

Historic resource Preservation-recycle

Minimize site & light disturbance

### Innovation & Design Process

Exemplary Performance

LEED AP team member

Regional Priority credit



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# *Sizemore Group's Recent Green History*



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HVM LCI STUDY  
PUBLIC MEETING

# DESIGN WORKSHOP

## A G E N D A

# Agenda

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Meeting Date : Saturday, January 9, 2010  
Meeting Time : 10.00 AM to 3.00 PM

Meeting Place : The Word of God Ministries  
3120 Hollowell Parkway, Atlanta, GA 30318

Project : Hollowell Veteran's Memorial LCI STUDY

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10.00 AM – 10.10 AM

**SIGN-IN**

10.10 AM – 11.10 AM

**INTRODUCTION**

LCI STUDY AND COMMUNITY GOALS  
ANALYSIS UPDATE  
CHARACTER PREFERENCE SURVEY

11.10 AM – 11.20 AM

**FORMAT FOR THE WORKSHOP/PROGRAM/SUSTAINABILITY**

11.20 AM – 11.45 AM

**PRESERVE**

11.45AM – 12.15 PM

**CHANGE**

12:15 PM - 12.45PM

Lunch Break

12.45 PM – 1.15 PM

**CREATE**

1.15 PM – 1.45 PM

**CONNECT**

1.45 PM – 2.30 PM

**TEAM PRESENTATIONS/DISCUSSIONS**

2:30 PM – 3.00 PM

**CONCLUSION**



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